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SATELLITES SCORE GOLD MEDAL AT BEIJING OLYMPICS

Washington, DC, August 27, 2008—The 2008 Summer Olympiad closed Sunday in Beijing after 17 days of sports and celebration and flawless satellite operation at the games. Satellites provided seamless broadcasting coverage of the games to viewers around the world, as they do during other key sporting events.

SES Americom, a leading supplier of satellite services in the United States, made Olympics coverage available to 113 million U.S. television households in both high definition (HD) and standard definition for the NBC family of channels. Transmissions originated from AMC-1, AMC-18, AMC-10 and AMC-11.

Intelsat, the only global satellite operator to provide coverage of every Olympic Games since 1968, provided broadcasts of the games to consumers in Latin America and Europe.

Intelsat delivered more than 12,000 hours of live coverage and recorded highlights to Latin America. Intelsat provided a dedicated HD channel to Organizacion de Telecomunicaciones Iberoamericanas (OTI) with Terra Networks Brasil SA, Televisa SA de CV. OTI then distributed the Olympics to 44 broadcasters in 19 Latin American countries. Intelsat provided a fully managed solution to Globosat Programadora and ESPN Channels in Brazil through a dedicated operations team on site.

Broadcasts to Europe were provided to members of the European Broadcasting Union which represents a large proportion of the major broadcasters on the continent. To provide the coverage, Intelsat used C/Ku-band cross-strap capacity on multiple transponders on the Intelsat 706 satellite located at 50.2 degrees East.

Inmarsat, a leading provider of global mobile satellite communications, helped broadcasters on the ground. In partnership with Beijing-based MCN, Inmarsat provided many international media organizations covering the Olympiad with mobile Broadband Global Area Network (BGAN) terminals. These terminals enabled networks to broadcast video and audio from any location, as well as allowed broadcasters to access the internet, send emails, and make international telephone calls.

Recognizing other uses for satellites, China had launched its own satellites for weather forecasting and traffic management. These provided much-needed information for executives managing the Olympic Games.

SIA is a U.S.-based trade association providing worldwide representation of the leading satellite operators, service providers, manufacturers, launch services providers, remote sensing operators, and ground equipment suppliers. SIA is the unified voice of the U.S.

satellite industry on policy, regulatory, and legislative issues affecting the satellite business. SIA Executive Members include: Arrowhead Global Solutions, Inc.; Artel Inc.; The Boeing Company; DataPath, Inc.; The DIRECTV Group; Hughes Network Systems LLC; ICO Global Communications; Integral Systems, Inc.; Intelsat, Ltd.; Iridium Satellite LLC; Lockheed Martin Corp.; Loral Space & Communications Inc.; Mobile Satellite Ventures LP; Northrop Grumman Corporation; SES Americom, Inc.; and TerreStar Networks Inc. Associate Members include: ATK Inc.; Comtech EF Data Corp.; EchoStar Corporation; EMC Inc.; Eutelsat Inc.; Inmarsat Inc.; Marshall Communications Corp.; New Skies Satellites, Inc.; Spacecom Ltd.; Spacenet Inc.; Stratos Global Corp; SWE-DISH Satellite Systems; Telesat Corp., XTAR, LLC and WildBlue Communications, Inc. Additional information can be found at www.sia.org.

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